

Southwest

NOVEMBER
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CENTS

BUSINESS

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OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE



VARIED INDUSTRIES BUILDING AT TEXAS CENTENNIAL EXPOSITION

**Business Review and Outlook . . . Centennial Building Program
Federal Motor Carrier Act Explained . . . Business Centers of
the Southwest . . . Dallas Business . . . Texas Oil Resources**

DOES YOUR AUTOMOBILE INSURANCE

Protect You!



Many people buy their cars through installment financing plans arranged with either nationally operated or local finance companies who direct the insurance coverage on their purchases. Such insurance does not ordinarily protect 100% of the car value; your interests are secondary. Your local insurance agent gives you first consideration and feels it his personal obligation to render the complete insurance service to which you are entitled when you have a loss. Should your local insurance agent now have a policy on the car you trade in and you accept the finance company's policy, you lose part of the premium you have paid because of short-rate cancellation on your old car insurance.

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Southwest BUSINESS

Established 1922

PUBLISHED IN THE INTEREST OF THE BUSINESS,
INDUSTRIAL AND CIVIC LIFE OF THE SOUTHWEST

CONTENTS FOR NOVEMBER

	Page
Editorials - - - - -	5
Business Review and Outlook - - - - -	7
New Motor Carrier Act Explained - - - - -	9
Centennial Spends \$40,000 per Day on Construction Program - - - - -	11
Dallas Business—New Concerns - - - - -	12
Business Centers of the Southwest— Brownsville, Texas - - - - -	14
Railroads Compile Statistics to Show Safety of Travel - - - - -	20
Business Opportunities - - - - -	22
Late Crop Season Prolongs Fall Buying in Southwest - - - - -	24
Economic Importance of Texas Oil Resources - - -	27

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EARL Y. BATEMAN, Manager

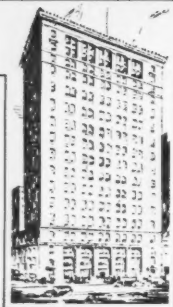
Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second class matter, February 6, 1922, at the Postoffice at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 2-5425. Night Telephones: Editorial 5-9053; Advertising 5-3586. Southwest Business is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to business men. Neither Southwest Business nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

TEXAS BEAUTIES
HELP PROMOTE
CENTENNIAL



MISS NINETTE MAXWELL
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A WELCOME TO THE
TEXAS CENTENNIAL

*One Picture Is Worth
10,000 Words*
HARPER-STANDARD
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STATEMENT OF CONDITION

At the Close of Business, September 30, 1935

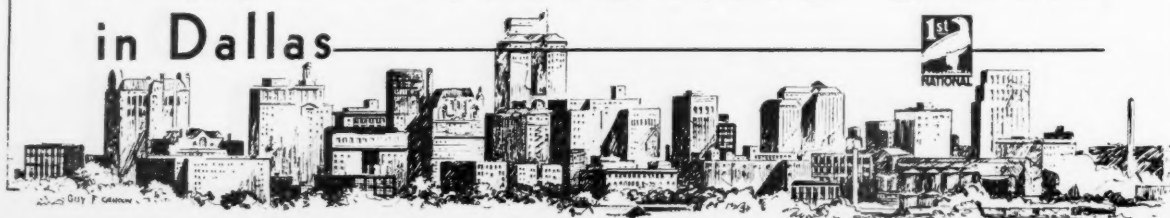
ASSETS

Cash on Hand and Due from Banks	\$28,394,021.00
United States Securities Owned	23,059,637.28
Stock in Federal Reserve Bank	300,000.00
Other Stocks and Bonds	4,640,865.81
Loans and Discounts	37,824,058.06
Furniture and Fixtures	251,053.71
Real Estate and Banking House	2,465,016.06
Other Real Estate	1,273,192.58
Other Assets	57,765.75
Total	\$97,265,610.25

LIABILITIES

Capital Stock	\$ 8,000,000.00
Surplus Fund	2,060,000.00
Undivided Profits, Net	1,709,767.36
Reserved for Taxes, Etc.	334,077.25
Deposits—	
Individual	\$59,419,079.57
Banks and Bankers	21,986,537.58
U. S. Government	3,756,148.49
	85,161,765.64
Total	\$97,265,610.25

FIRST NATIONAL BANK
in Dallas



EDITORIAL . . .

Spinning Wheel Economy

Several weeks ago we received an urgent appeal from a housewife in a small Texas community for assistance in locating a spinning wheel and hand loom. Her family had experienced its difficulties during the depression. It had managed to remain off the relief rolls although at times it had been in dire need. Food supplies had been produced at home and canned for winter use, and this housewife wanted to have a try at producing, in the home, suitable materials from which to make clothing for the children.

A number of letters were written to manufacturers of commercial spinning equipment, but none could tell us where a hand loom might be had suitable for domestic use. Then we published an appeal in this magazine, which came to the attention of Mr. F. H. MacElvain of Birmingham, Ala. Mr. MacElvain informed us that Mr. Ralph Borsodi of Suffern, New York, well-known writer and economist, is manufacturing just such a loom as we had been seeking. Mr. F. Stuart Fitzpatrick, manager of the Civic Development Department of the Chamber of Commerce of the U. S. A., also took the trouble to write us about Mr. Borsodi.

It seems that Mr. Borsodi has an experimental self-sustaining settlement at Suffern where the members of the community make everything they use, including materials from which clothing is made and a modern domestic hand loom for the manufacture of these materials.

At last, after considerable effort, we had succeeded in locating just the machine our correspondent was seeking to make her family's clothing. On the verge of notifying her of our success, the mail brought us a letter advising that she had found work and can now afford to buy clothes for her children—that she no longer needs nor is interested in a spinning wheel.

Which reminds us that many ideas and schemes born of the depression will go the way of this lady's interest in a spinning wheel when money again comes in through regular employment. Thus established, mass-production industry has little to fear so long as jobs for workers may be found that will enable them to buy goods they might themselves produce.



The Cover

Pictured on the front cover is the Varied Industries, Electrical and Communications Building which will be the second largest building erected by the Texas Centennial Exposition. It will cost \$400,000 and will be eight hundred feet long with widths varying from 100 to 300 feet. The building will be in three sections and will be located on the south side of the Esplanade of State. Communications Hall, in the front of the picture, will be occupied by the exhibit of the American Telephone and Telegraph Company. Courts separating the various sections will be terraced to provide effects of hanging gardens. The exterior is to be landscaped, featuring fountains and illuminated basins.

Centennial Building on Schedule

It is rather a common habit for expositions to be late in opening, due to the mass of detail involved in such undertakings. But the Texas Centennial Exposition which will open in Dallas early in June, 1936, is one that will be ready when the opening date arrives.

The gigantic building program that is rapidly bringing into being the great array of new structures that will house the Exposition is proceeding on schedule. Several buildings are already under construction; contracts are being let almost daily; plans for all the important structures have been completed.

Construction schedules call for the completion of all buildings well in advance of opening day, allowing for ample time for the installation of displays. Plans for the exhibits are also being made far in advance so that they will be ready to go into place immediately upon the completion of the buildings designed to house them.

Private exhibitors, too, will be ready. Some of the great national institutions that will build their own exhibits already have been on the ground supervising the construction of buildings and the planning of exhibits.

Positive assurance has come from Exposition executives that every detail will be complete for the opening. Texas will present to the world the greatest exposition ever planned and executed by a State and one of the few to be ready and complete in every detail for the opening date.

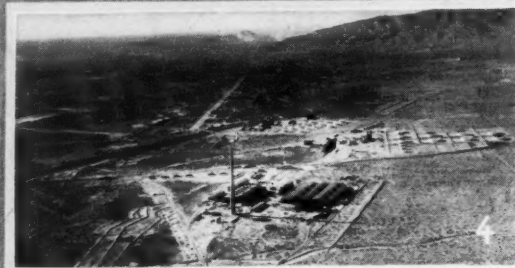
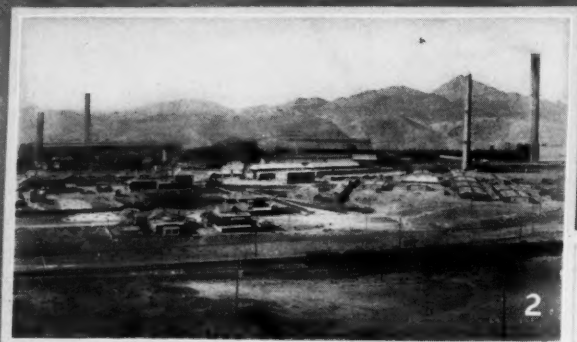


Better Business Ahead

Cash farm income for the entire year of 1935 is forecast by the United States Department of Agriculture at \$6,700,000,000. Last year's September forecast proved to be \$400,000,000 below the final figure. This year's income is more genuine than the last in that it represents income from current production, while a year ago it was inflated by the sale of capital assets of livestock due to feed shortage. Total farm income is expected to reach the highest point since 1930—with that portion of farm income available for purchases the highest since 1929.

The current Brookmire Income Map places Dallas in the very heart of an area in North Texas and Southern Oklahoma where estimated consumer income for the next six months is likely to show the greatest increase over the same period a year ago. The district so designated represents the primary Dallas trading area.

Late marketing of agricultural production in the Southwest leaves still ahead of this district, where business already is excellent, its greatest stimulus to retail buying—its large cash income from cotton and other fall crops.



MINERAL RESOURCES OF SOUTHWEST VARIED AND EXTENSIVE

1. Eagle-Picher Lead Company Mine at Picher, Oklahoma. 2. El Paso Works of American Smelter and Refining Company. 3. Drilling for Sulphur at Freeport, Texas. 4. Nichols Copper Refinery at El Paso. 5. Power Plant of Freeport Sulphur Company. 6. Solidified Sulphur broken down for shipment, Freeport, Texas. 7. Eagle-Picher Lead Company Refinery at Henryetta, Oklahoma.

Southwest BUSINESS

Business Review and Outlook in the Southwest

THE continuance of generally favorable conditions in the agricultural and livestock industries, a further expansion in retail and wholesale trade, and a sharp increase in construction activity were constructive forces in evidence in the Eleventh District during the past month. Retail buying at larger cities, as reflected by department store sales, was thirteen per cent above the July volume and exceeded that of the corresponding month last year by eight per cent. The Federal Reserve Bank's index of department store sales, adjusted for seasonal variations, rose to 88.3 per cent of the 1923-25 average in August which was the highest level recorded during the current year. Wholesale distribution reflected a seasonal expansion over the previous month, and in a majority of reporting lines the volume of business exceeded that of a year ago by a wide margin. While there was a seasonal recession in collections at retail establishments and in some lines of wholesale trade, the volume of payments compared favorably with a year ago.

Construction activity during August rose to the highest level in several years. The valuation of building permits at leading cities was 126 per cent greater than in July, and 235 per cent larger than in August, 1934. The aggregate value of permits issued in the first eight months of the current year was 129 per cent above that for the same period last year and was the largest for any similar period in four years.

Despite the deterioration in some crops during August, the physical volume of agricultural production in this district, as estimated by the Department of Agriculture in its September 1 report will greatly exceed that of 1934 and in the case of some crops production will be the largest in several years. The prospective production of cotton was reduced in August as a result of depredations by insects and the lack of moisture in some areas, and the continuance of insect activity remains as a potential

danger to the crop, particularly in those sections where the crop is later than usual. The heavy rains which have fallen in practically all sections during the past three weeks provided moisture for the maturity of late crops and for fall seeding operations. Ranges and livestock are in good condition generally and indications are that there will be sufficient range and dry feed to carry stock through the winter in good shape. There is a broad demand for young stock for restocking purposes.

Financial statistics reflected no important changes. The commercial loans of member banks in selected cities showed a seasonal expansion between August 7 and September 11, and their investments were increased substantially during the same period. Federal Reserve Bank loans to member banks on September 15 were moderately higher than the low volume a month earlier. The daily average of combined net demand and time deposits of member banks amounted to \$825,316,000 in August, as compared with \$812,870,000 in July, and \$723,879,000 in August, 1934. Federal reserve notes in actual circulation totaled \$60,843,000 on September 15, which was practically the same as a month earlier, and \$12,077,000 greater than a year ago.

Wholesale Trade

While varying trends characterized the wholesale trade situation during August, reports received from wholesale firms in most sections of this district compared favorably with those of other recent months and in many cases continued to show better business than in the same month a year ago. The total volume of sales in all lines was larger than in July, but in the case of groceries and dry goods the percentage of increase was less than is usual at this season. These two lines were the only ones reporting a decline as compared with August, 1934. In the lines of hardware and farm implements the comparisons with a year ago were the most favorable

recorded in a number of months. Inventories which were materially larger than a month earlier or a year ago were reported on August 31 in the case of all lines except dry goods. Total collections during August in the lines of drugs, hardware, and dry goods were greater than in July, but in the case of the other two reporting lines seasonal decreases were registered.

The combined sales during August of reporting wholesale dry goods firms in this district, while 64.2 per cent greater than those in July, were still 0.7 per cent below the volume of the same month last year. The gain over the previous month was not participated in by all firms, and was somewhat smaller than seasonal. Stocks on hand declined 2.6 per cent in August, and on the last day of the month were 14.8 per cent less than a year ago. There was a moderate gain over July in the amount of collections during the month.

Distribution of groceries at wholesale increased by less than the usual seasonal amount last month and was on a scale 3.4 per cent smaller than that of August, 1934. In this connection it should be recalled that an appreciable pick-up in business occurred at this time last year. The volume of sales during July and August of the current year was 4.3 per cent larger than in the same two months a year ago. While a decrease from the previous month was shown in total collections, a number of firms reported an improvement.

The upward trend in the distribution of hardware through wholesale channels, which started in May, continued to be in evidence last month. August business registered a gain of 7.3 per cent over that of the preceding month, which was to a large extent seasonal. There was an expansion of 32.7 per cent as compared with the same month last year, whereas the corresponding increase in July amounted to 18.2 per cent. A general improvement over the previous month's collections was reported in August.

The demand for drugs evidenced a seasonal expansion of 14.3 per cent during August, which is considered of favorable significance in view of the sizable gain shown in July. The amount of business reported was 23.1 per cent above that of the same month last year. A substantial increase in collections was reflected as compared with July.

An increase of 38.9 per cent, which was due largely to seasonal influences, occurred in the demand for farm implements at wholesale during August. The sales of reporting firms were more than two and a half times as large as in the corresponding month last year. Favorable crop conditions during August and the early part of September in most sections had a stimulating effect on business. A smaller decline than is usual at this season was witnessed in the month's volume of collections.

Retail Trade

Stimulated by the demand for fall merchandise, the August business of department stores located in principal cities of the Eleventh District evidenced a larger than seasonal increase over July, and also continued in substantially larger volume than in the corresponding month of 1934. Total sales of reporting firms were 13.1 per cent greater than in July, and exceeded those in August, 1934, by 7.7 per cent. The increased activity at retail is also indicated by this bank's seasonally adjusted index of department store sales, which with one exception rose during the past month to the highest point reached since August, 1931. The index stood at 88.3 per cent of the 1923-25 average for August this year, as against 83.7 per cent for July, and 81.8 per cent for August, 1934. Total sales at reporting retail firms during the eight months ended August 31 were 5.9 per cent greater than in the like period of 1934.

Stocks of merchandise at department stores on August 31 reflected the usual purchases of fall merchandise. Dollar volume of inventories was 14.4 per cent greater than on July 31, and 1.7 per cent larger than on August 31, 1934. The rate of stock turnover during the first eight months of 1935 was 1.99, as compared with 1.92 in the same period of 1934.

Collections on open accounts during August reflected a seasonal decline while collections on installment accounts remained practically the same as a month earlier. The ratio of August collections to open accounts outstanding on August 1 was 35.7 per cent, as against 38.4 per cent in July, and 34.4 per cent in August last year.

Commercial Failures

The number and liabilities of defaulting firms in this district during August exceeded those of both the previous month and the same month last year, and were at the highest level reached since October, 1933. The report compiled by Dun & Bradstreet, Inc., showed that thirty-seven failures occurred during the month, as against nineteen in July, and seventeen in August last year. The indebtedness of insolvent firms rose to \$1,098,907 in August, which compares with \$196,834 in the preceding month, and \$146,426 in the same month last year.

Crop Conditions

Growing conditions for crops in this district were generally favorable during the past month. While dry weather dur-

ing August in Northwest Texas and in localities elsewhere reduced prospective production for some crops, particularly cotton and grain sorghums, the indicated production for some minor crops was increased. Since the latter part of August heavy rains have fallen in most sections of the district and the improved moisture situation will be of material benefit in maturing late crops and for the fall seeding of small grains.

Livestock

The condition of ranges and livestock in this district continued generally favorable during the past month. Ranges in the southern half of New Mexico and Southeastern Arizona were considerably improved by the August rains and livestock are taking on flesh. While the hot, dry weather during August caused a noticeable deterioration in ranges in much of West and Northwest Texas, this situation was partially corrected by the heavy rains late in August and early in September. Pasturage is limited in those areas, but the prospects for winter range feed are greatly improved. In other sections of the district, ranges and pastures generally carry a good supply of feed and this, together with the large supply of dry feed, should carry livestock through the winter in good shape. Stock water is reported to be ample in all sections. Livestock generally are in good condition. Commercial reports indicate that there is a strong demand for livestock for restocking, and that range trading has been active at higher prices. The Department of Agriculture stated that the tendency to hold young stock for restocking ranges is almost universal. There has also been a good demand for wool and mohair at higher prices.

Income Tax Collections

Income taxes collected for the fiscal year in the Second Texas District, covering North Texas, with headquarters in Dallas, were sixty-seven per cent greater than last year, according to the Internal Revenue Department. For the First Texas District, covering South Texas, collections were forty-three per cent ahead of last year.

An increase of twenty-nine per cent in the total of all kinds of taxes collected was reported for the Dallas district. The South Texas district showed an increase of seventeen per cent and the State as a whole an increase of twenty-two per cent.

The total amount of taxes collected in this district during the last year was \$32,739,398.50, as compared to a figure for the previous year of \$25,515.97. The total for the first district the last year was \$41,471,406.68 and for the previous fiscal year \$35,302,172.66.

The amount of income taxes collected in this district was \$12,654,623.33, which was an increase of sixty-seven per cent over the previous year, when the figure was \$7,587,734.73. The amount of income taxes collected in this district exceeded that in the first district, which

has headquarters in Austin and which collected \$12,290,329.21. This was an increase of forty-three per cent over the figure of \$8,588,963.94 for the previous year.

Texas Turkey Crop

Texas' 1935 turkey crop will be about twenty to twenty-five per cent smaller in numbers than the 1934 crop, but actual tonnage probably will be as large as that last season, according to a survey by the Produce Packer, trade publication. Weights of the birds will be considerably heavier than a year ago and quality far superior, said by some operators to be the best in history.

Competing areas, generally, will have a somewhat smaller turkey supply than in 1934, reports indicated. The Packer forecasts smaller crops in Oklahoma, Missouri, Kansas, Arkansas, Tennessee, Kentucky, West Virginia, Iowa, Michigan, Minnesota, the Dakotas and the Eastern States. The Far West, Utah, Wyoming, Colorado, Ohio, Indiana and Illinois will have about an average supply.

Carlot shipments from Texas are expected to start about November 10, and it is estimated that sixty per cent of the total crop will be marketed for Thanksgiving.

Farm Income Increases

According to Cliff Brooks, research editor for the *Nebraska Farmer*, as reported in the K. C. Ad Club News, there's plenty to be joyous about in the farm situation. Says that publication:

The speaker preparing data for his address had telegraphed the editors of farm papers in the eleven states under discussion. The telegraphic replies, with 1935 estimates on farm buying power are shown in the following tabulation, compared with the Federal figures for 1934:

STATE—	1934	1935
Missouri	\$ 212,000,000	\$ 250,000,000
Kansas	244,000,000	280,000,000
Nebraska	262,785,000	294,100,000
Iowa	434,000,000	480,000,000
Oklahoma	185,942,000	236,539,000
Texas	406,000,000	649,963,000
Minnesota and the Dakotas	463,000,000	450,000,000
Colorado	83,946,000	119,260,000
Wyoming	41,895,000	47,230,000
TOTALS	\$2,223,568,000	\$2,807,092,000

Texas Failures Decline

A sharp drop in the number of commercial failures in Texas and in the liabilities of bankrupt firms occurred during September in comparison with the same month in 1934, according to the Bureau of Business Research of the University of Texas.

The number of Texas failures during September averaged three per week, against seven per week during the same month last year. Total liabilities were \$155,000, a decline of seventy-four per cent from a year ago. Average liability per failure was \$11,923, down forty-two per cent from a year ago.

New Federal Motor Carrier Act Provisions Explained

Reprinted from The Executives' Magazine

THE Motor Carrier Act passed in the last session of Congress and approved by the President on August 9, may well appear to the backward view a few years from now as the most important piece of legislation passed in 1935. Every human being from birth to death is a consumer of transportation; no changes in business machinery have consequences so far reaching as transportation changes. Every business executive, therefore, may well familiarize himself with the principal provisions of the Motor Carrier Act.

To begin with, it puts all commercial motor vehicles engaged in interstate commerce—with certain exceptions—under the Interstate Commerce Commission. In so doing it simply follows a precedent already established by the States; of the forty-two States having Acts regulating motor transportation in force at the end of 1933 every one has vested the administration of the Act in the Commission already entrusted with the supervision of rail transportation.

The framers of this Act were confronted with established conditions—tens of thousands of motor vehicles already engaged in interstate commerce as common, contract and private carriers, and hundreds of brokers selling transportation by motor vehicles which they themselves did not own or operate. The purpose of the Act, therefore, was not to guide the development of the industry but to apply basic principles of transportation in the public interest to an industry which had already attained enormous proportions and was discharging transportation functions of great importance to industry and trade.

Motor vehicles, both truck and busses, divide themselves into three classes: common carriers, which are bound to accept any shipment offered and to afford regular service over specified routes between specified termini; contract carriers, confining themselves to transportation for particular patrons under special contracts or agreements; and private carriers, transporting only the goods of their owners. In the regulation of these three different classes of carriers the Act aims at the following objects: With respect to common carriers the Act aims to insure to the public continuous and adequate service, to establish uniform practices of accounting and reporting, to make certain of the qualifications of employees, to control maximum hours of employees' service, and otherwise insure safety of operation and equipment.

In the case of contract carriers the Commission is authorized to enforce uniform accounting and reporting practices, qualifications and maximum hours of service and adequate safety regulation.

Private carriers who haul their own goods are to be controlled with respect to qualifications and maximum hours of employees and standards of equipment used on public highways.

Enforcement Through Certificate

The principal means of enforcement placed in the hands of the Interstate Commerce Commission is the official authorization without which the carrier is not permitted to carry on interstate transportation. This authorization is called a certificate of public convenience and necessity in the case of the common carrier and a permit in the case of the contract carrier.

No motor carrier may engage in the service of the public without such permit and its retention is conditioned on faithful observance of the conditions under which it is given. The common carrier's certificate specifies the service to be rendered and the points to be served by the given operation. The contract carrier's permit will specify "the business of the contract carrier covered thereby and the scope thereof."

"Licenses" are to be issued to brokers dealing in transportation service over lines they neither own nor operate. No broker may do business with any carrier except those holding certificates or permits.

For the protection of the public interest in safe and adequate transportation, authority is lodged with the Commission to require the filing and approval of surety bonds, insurance policies or evidence of the ability of the carrier to compensate the shippers for loss or damage suffered in connection with the service.

The uniform accounting provisions are peculiarly necessary. Charges for transportation, like those for everything else that is bought and sold, must be adequate to cover the out-of-pocket cost, to keep up the equipment used, to pay interest on the capital invested, and to yield profits sufficient to make the whole operation worthwhile. Now, charges cannot be properly adjusted unless these factors are known, and it has been found by supervising State Commissions that many truck operators have no accurate idea of their ton-mile costs. They know what it costs them to run a truck a mile—but not the average cost for each ton of freight carried. Yet, without this it is impossible to fix rates at the same

time high enough from the point of view of the operator and reasonable from the point of view of the shipper. The imposition of uniform accounting methods of all truck operators would be of great benefit on both sides of the line.

The control of hours of service and conditions of operation is of great importance from the point of view both of common humanity and of public safety. For example: A trucking concern hauled produce 765 miles between Aberdeen, N. C., and Scranton, Pa.—a round trip of 1,350 miles. Each truck carried two men—one to drive while the other was sleeping in a "sleeper cab" on the truck. These men were on duty sixty-four hours for the round trip—eight hours less than three days. Wages were \$9 per man per trip; expense money allowed for feed was \$1.50 per man per round trip—or a little over fifty cents per day. Another trucking operation was being carried on between a point in Virginia and Newark, N. J., for which the time required was twenty-four hours per round trip. Here also there was a sleeper cab and each driver drove twelve hours; wages were \$3 per man per round trip with \$1 expense money. These facts speak for themselves. Common humanity and the safety of users of public highways alike demand that such hours and working conditions be drastically changed.

Rates to Be Filed With I. C. C.

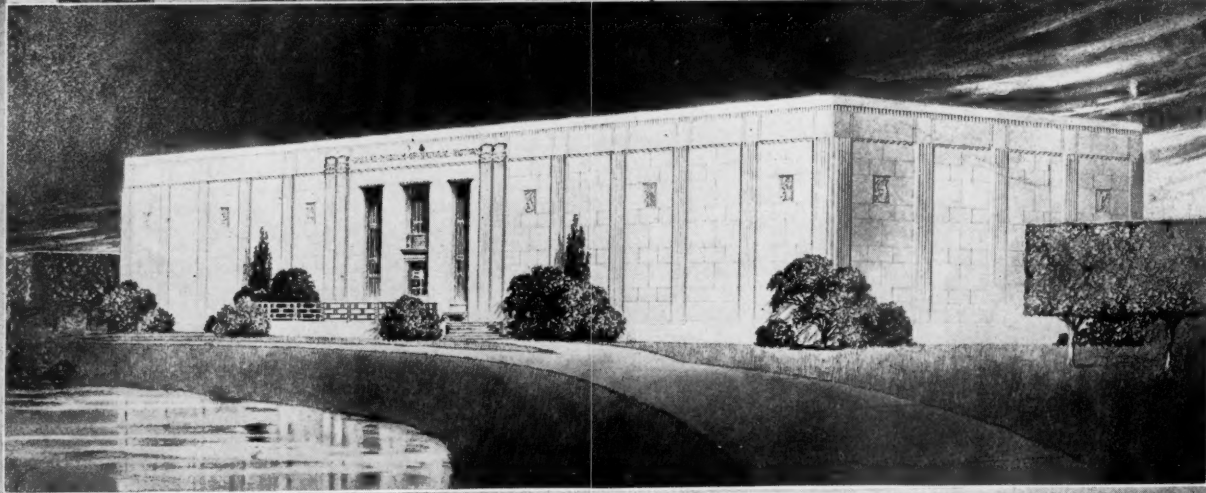
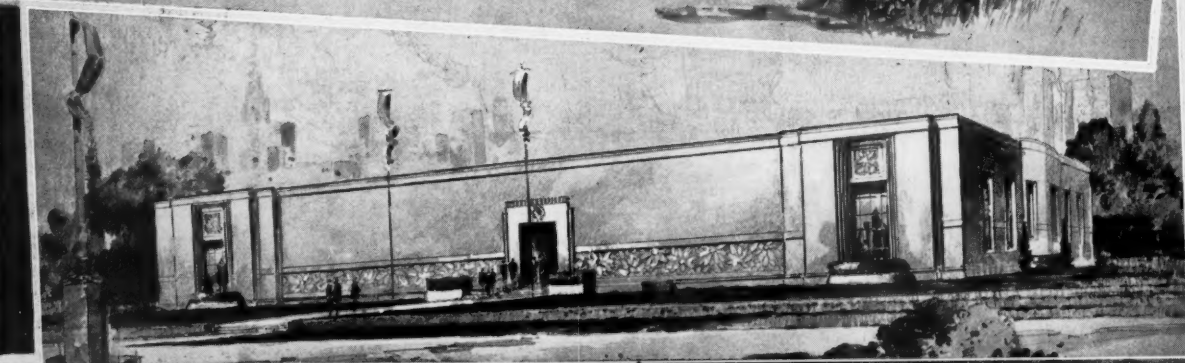
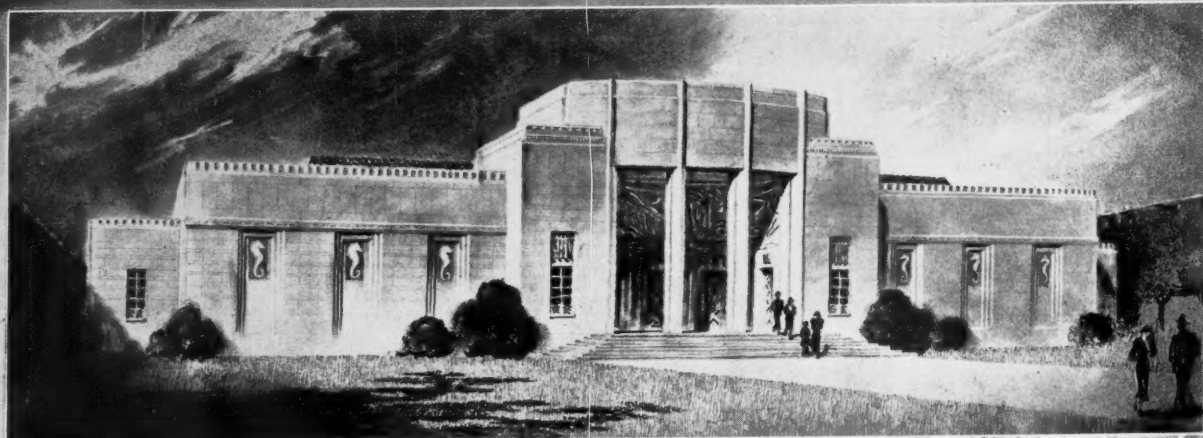
We now come to the vitally important matter of rates. The Act requires that every common carrier either of persons or property by motor vehicles establish, "file with the Commission, and print, and keep open to public inspection tariffs showing all the rates, fares and charges for transportation and all services in connection therewith." The Commission is authorized to reject any tariff which does not conform to the regulations which it lays down.

Anti-rebating provisions are thoroughgoing; "no such carrier shall refund or remit in any manner or by any device, directly or indirectly, or through any agent, or broker, or otherwise, any portion of the rates, fares, or charges so specified." It is provided that changes of rates or fares may not be put into effect except after thirty days' notice filed with the Commission. This body, however, has authority to modify this regulation for good cause in particular instances.

Contract carriers must file, publish, and keep open for public inspection copies of contracts containing the minimum charges of such carriers for the transportation of passengers and property. They may not engage in the transportation of persons or property in interstate or foreign commerce unless the minimum charges for such services have been published, filed, and posted; and they are bound by the same regulations as govern common carriers as to changes in rates.

These provisions are of the greatest importance. The early history of all

Continued on Page 18



Simplicity of design, accentuating the classic modern trend in buildings of the Texas Centennial Exposition, will be featured in the structures composing the Cultural Center of the 1936 World's Fair which are to be erected by the City of Dallas. Four of the buildings in this section of the Exposition are pictured above. Beginning with the top view, these buildings are the Centennial Aquarium, to cost \$150,000; the Domestic Arts Hall, to cost \$75,000; the Horticultural Museum, to cost \$75,000; and the Hall of Natural History, to cost \$192,000. The City will also build a \$400,000 Fine Arts Hall.

Centennial Spends \$40,000 Per Day in Construction Program

All Buildings Will Be Ready by May 1, Giving Ample Time for Installation of Exhibits

A GROUP of Texas dignitaries assembled in Centennial Park Saturday, October 12, for a solemn occasion. Governor James V. Allred threw a switch that set off a dynamite charge, and the ground was broken officially for the foundation of the State of Texas Building of the Texas Centennial Exposition.

With that ceremony, actual work was begun on a program that calls for \$6,000,000 worth of buildings for the Exposition. The contracts already let and to be awarded shortly call for completion within five months of seventeen permanent buildings and a score of temporary structures. Construction must proceed at the rate of \$1,200,000 expended per month, or \$40,000 per day. Several thousand men will be given jobs.

Buildings to Be Ready May 1

The State of Texas Building will be completed by May 1, as will the other permanent buildings, six weeks in advance of the opening of the Exposition on June 6, allowing sufficient time to arrange the exhibits and complete other details.

All construction, both of permanent and temporary buildings, will be under way by November 15. The schedule covering the program, just made public by the management, is as follows:

Remodeling Administration Building, now seventy-five per cent complete, to be finished December 15.

Agricultural Building, contract let, work begun October 14, to be completed by March 15, 1936.

Food Products Building, contract executed October 14, work to begin at once and be complete by March 15, 1936.

Livestock Building No. 2, bids received October 22; contract and work will immediately follow and will be finished March 15, 1936.

Electric, Communications and Varied Industries Building, specifications and working plans will be completed October 25; bids received November 12, work to be completed April 15, 1936.

Petroleum, Travel and Transport Building; bids to be received November 14; work completed April 28, 1936.

Livestock Building No. 1; bids to be received November 22, work to be completed May 1, 1936.

In addition, work will begin November 1 on flood lighting, street and ground lighting, fire alarm and police systems, etc.

City's Building to Start Soon

The City of Dallas, which will erect the group of buildings in the Cultural Center, has announced that it will let

contracts October 21 for four buildings. One will be for Natural History, to cost \$192,000; another is the Horticultural Hall, to cost \$75,000; the Centennial Aquarium, to cost \$150,000; and the Domestic Arts Hall, to cost \$75,000.

The Texas State Historical Advisory Board, created by the State to prescribe policy with reference to the historical aspects of the Exposition, has begun its work and is assembling data on which to base its recommendations. It is composed of L. W. Kemp of Houston, chairman; Father Paul J. Foick, San Antonio, and J. Frank Dobie, noted Southwestern author, of the University of Texas.

The State of Texas Building will be the historical center of the Exposition. It is to be 488 feet wide and 258 feet deep. The Niche of Heroes, in the center, will be eighty feet high, fronted by great columns supporting the roof of the grand foyer. On the walls of the niche will appear the figures of Stephen F. Austin, Sam Houston and other immortals of Texas history.

In the third wing of the building will be the Great Hall of Texas. Along its walls will be six semi-circular bays, each devoted to one of the periods during which six flags have flown over Texas.

Texas Materials to Be Used

The floor of the Great Hall of Texas will be a vast mosaic map of Texas, its cities, shrines and other places of importance marked in the colored tilings, and bronze markers will designate pioneer trails and historic spots.

Texas red granite and limestone, and marble taken from Texas quarries, will be used in the building.

Rapid progress also is being made in making contracts with exhibitors, which include the biggest business institutions in the country. Contracts are being made for sports events and entertainment features.

Exposition officials gave assurance this week that with the speedy construction program now adopted and under way, that there will be no delay in having the World's Fair of 1936 ready to open on June 6.

Centennial Briefs

Contract has been closed between Texas Centennial Exposition officials and the Continental Oil Company of Ponca City, Okla., which calls for that company to erect its own special exhibit building on the grounds adjoining the Administration Building.

Fred F. Florence, president of the Texas Centennial Exposition has announced the sale of \$20,000 of Centennial Corporation bonds to the Sinclair Oil Company.

Contracts have been let for construction of the \$100,000 midget village, a \$75,000 building for the Doughnut Corporation of America, and a \$30,000 restaurant to be operated during the Exposition by Charles J. Muller.

Texas was paid high tribute on Sunday night, October 13, by Major Edward Bowes on his amateur hour. He praised the people of Texas lavishly and wished and predicted success for her celebration.

The Centennial Flyer is the name of a new, fast passenger train of the Missouri-Kansas-Texas lines, operating between Dallas and St. Louis.

A special building is to be erected in Centennial Park for an emergency hospital, which will be easily available to Exposition visitors who need medical attention.

State flowers and trees from all sections of the Nation will be planted in Centennial Park. The Centennial rose will be seen in abundance in the grounds. Landscape architects already are at work.

Sound engineers have been engaged to do the acoustical work on the \$80,000 Symphony Shell, which will be erected on the banks of a lagoon on the Texas Centennial Exposition grounds.

Braniff Operates Large Shop at Love Field

One of the most modern airplane repair and maintenance shops in the country is now being operated at Love Field by Braniff Airways, which recently moved its operating base to Dallas from Oklahoma City.

The shops were equipped at a cost of \$25,000 and a full supply of parts and equipment are carried on hand. S. E. Perry, Braniff maintenance superintendent, has a technical staff of twenty-five men working on the instrument overhaul, propeller and other specialized departments.

A \$15,000 stock of spare parts is kept in the Dallas shops. Recently designated as official representatives for Pratt & Whitney, it is equipped to give complete service on all Pratt & Whitney products, contractors for the Army, Navy and Marine Corps.

In addition to servicing its own equipment in its Dallas shops, Braniff Airways does work for other operators and private owners throughout the Southwest.

DALLAS BUSINESS

NEW CONCERNS — EXPAN-
SIONS — SEPTEMBER
STATISTICS

New Concerns

A new all-time high for concerns secured in one month was established in September when 147 new businesses were located in Dallas. The list includes twenty-five wholesalers, sixty-two retailers, seven manufacturing plants, three oil companies, fifty classed as miscellaneous, and eleven branches of national concerns.

* * *

New Factories

Ace Sheet Metal Works, 2112 Wall St. Sheet metal products.

Acme Mattress Company, 817 Third Ave. Mattresses.

Junior Dress Manufacturing Co., 802½ Commerce St.

National Battery Company, 4935 Cass St. (Hudnall Switch). Storage batteries. Home office, St. Paul, Minn.

Southwest Oil Products Co., 311 North Austin St. Automotive specialty oils.

Southwest Equipment Co., 311 North Austin St. Oil field production equipment.

Tru-Fit Uniform Co., 802½ Commerce St. Uniforms.

* * *

Wholesale and Branches

Alamo Chemical Company, 2216 Alamo St.

M. M. Bates & Co., 602 Burt Bldg. Brokers.

Clairoil, Inc., 201 Mercantile Bldg. Beauty Parlor supplies.

Dallas Wholesale Drug Co., 823 Santa Fe Bldg. Wholesale liquor.

Imperial Burlap Bag Co., 1811 North Market St.

Kelly-Springfield Tire Co., 1236 Athletic Bldg. District office.

Littlefield Brokerage Company, 1719 Pear St.

Lockheed Aircraft Corporation, Love Field. Don Marshall, representative. Branch sales office. Home office, Burbank, Calif.

Market Wholesale Drug, Inc., 2035 Young St.

National Distillers Corp., 2219 Griffin St. See Spence & Matson.

Novelty Pencil Co., 301 Melba Bldg.

Penn-Maryland Corporation, 2219 Griffin St. See Spence & Matson.

Pine Consolidated Corp., 714 Allen Bldg. Etchall for etching glass. Home office, New York. A. R. McElwrath, State distributor.

Ross Heater & Manufacturing Co., Buffalo, N. Y.; Allen M. Pearis, representative, Tower Petroleum Bldg. Refinery equipment.

Snow-Tox Company, 518 Fidelity Bldg. Beauty parlor preparations.

Spence & Matson, 2221 Griffin St. Distributors for National Distillers Corporation and Penn-Maryland Corporation.

Texas Biscuit Company, 1708 Laws St. Wholesale distributors for Junge Baking Co., Joplin, Mo.

United Distributors Wholesale Drug Co., 2300 Griffin St.

* * *

Oil Companies

Big Ben Oil Company, 1215 Santa Fe Bldg.

Jake L. Hamon, 1317 Magnolia Bldg. Oil producer. Moved from Ardmore, Okla.

Me-Tex Supply Company, New Mexico corporation granted permit to do business in Texas, with R. G. Carter of Dallas, State agent. Dallas address not yet announced.

Seaboard Oil Company of Delaware, incorporated by H. B. Lovejoy, M. E. Schwartz and T. A. Knight. Affiliated with Texas Seaboard Oil Company, Gulf States Building.

* * *

Miscellaneous

American Institute of Steel Construction, Inc., 508 Southwestern Life Bldg.; L. H. Dodd, engineer. Headquarters, New York.

Brannon Insurance Co., 204 Slaughter Bldg.

Burrough's Adjustment Co., 902 Insurance Bldg.

Dallas Package Store, 325 North Ervay St.; delivery service.

Lory T. Gardner & Co., 905 Cotton Exchange. Cotton.

R. B. Grindstaff & Co., 703 North St. Paul St. Cotton.

Inglefield Contracting Co., Gulf States Building.

Kramer & Company, 909 Burt Bldg. Cotton.

John M. Lockridge, Jr., 730 Allen Bldg. Books.

Lone Star Investment Finance Co., 901 Allen Bldg. Financing.

Moore & McCormick, Inc., 1043 Athletic Club Bldg. Steamship agents.

Nation Wide Business Bureau, 511 Southwestern Life Bldg. Employment agency.

National Youth Administration, Allen Building. Z. Starr Armstrong, director. Government agency.

Sack Amusement Enterprises, 302½ South Harwood St.; theatrical agency.

United States Government, Bureau of Internal Revenue, Project Manager, 906 Athletic Club Bldg.

United States Government, Agricultural Department of Cotton Market News Service, 502-B Federal Bldg.

United States Government, Resettlement Administration, Investigation Division, 523 Federal Bldg.

Wellborn Machine Shop, 500 Factory St., Love Field.

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National Battery Builds New Plant in Dallas

The National Battery Company, St. Paul, Minn., has purchased a site and erected a factory building at 4935 Cass St., in the Hudnall industrial district.

Dallas was selected for this plant to serve the Southwest after officials of the company visited a number of Southwestern cities and made an analysis of manufacturing conditions and distributing facilities.

The National Battery Company has maintained a distributing branch in Dallas for a number of years, and the purpose of the new plant is to supply the Southwestern market, formerly served from the Kansas City plant.

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New Insurance Company

Organization of the Texas State Life Insurance Company and its consolidation with the Texas State Mutual Life Insurance Company has been announced by Z. E. Marvin, president of the new company.

The Texas State Life Insurance Company will write all forms of life insurance, including ordinary, intermediate and industrial. The Texas State Mutual Life Insurance Company, being merged with the new company, has more than 21,000 participating policyholders.

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Aviation Supply Company

The Nicholas-Beazley Airplane Company, Inc., of Marshall, Mo., has established a sales branch and warehouse at Love Field to serve the aviation industry of the Southwest.

The company is capitalized for \$1,500,000, and is the Nation's largest dealer in aviation supplies. A \$50,000 stock of parts and supplies will be carried by the Dallas branch. Marvin Shaw is manager.

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Oil Field Equipment

The Southwest Equipment Company, formerly located at Kilgore, Texas, has moved to Dallas and is now established at 311 North Austin St.

The company manufactures oil field equipment and distributes Case and Ford gas engines for oil field use. Lee Delf is manager.

Oil Equipment Company Builds Larger Plant

Work is progressing rapidly on the new \$100,000 addition to the Dallas plant of the D & B Pump & Supply Company on Maple Avenue Road. The expansion includes the construction of new buildings and the installation of the latest precision machines for the manufacture of pumps, fittings and sucker rods. A considerable portion of the manufacturing formerly done in the Los Angeles plant is being transferred to the Dallas plant.

The enlarged facilities of the Dallas organization will increase the production capacity sufficiently to meet all requirements of oil companies in the Mid-Continent, Texas and Gulf Coast fields during the next few years and enable a much closer contact of the manufacturing, service and sales departments with the users of D & B products, resulting in correspondingly better service to those users because of the central location of the plant with respect to all the principal oil fields of the Southwest.

Charles D. Wagner, vice-president and manager, and E. E. Stevenson, chief engineer, are in Dallas supervising the enlargement of the Dallas plant.

Other Expansions

The F. C. Crane Company, machine dealers, have purchased the property at Grand, Medill and T. & N. O. Railway and will spend \$5,000 in modernizing the three buildings on the 150 by 245-foot lot. The company will move from its present location at 1301 South Lamar St. as soon as remodeling has been completed.

Baker-Moise Hosiery Mills have announced the expansion of the territory covered by Vanette hosiery to include the State of Oregon. Vanette hosiery, produced in one of the largest and most modern full-fashioned hosiery mills in the country, is now marketed in fourteen states and two foreign countries.

The Lion Brand Manufacturing Company, 2408 Elm St., is planning to move shortly into a larger building that will provide space for an expansion of the plant's capacity, made necessary by a large increase in orders. The plant manufactures work clothing.

The Dallas Building & Loan Association has acquired the Magnolia Building & Loan Association, which was organized by the Magnolia Petroleum Company in 1916 and operated for the benefit exclusively of the oil company's employees.

Purchase of the Magnolia Company brings total assets of the Dallas Building & Loan Association to approximately \$5,600,000.

September Statistics

Bank Clearings

Dallas bank clearings for September were \$158,872,894, as compared with \$153,882,865 for August and \$155,217,758 for September, 1934.

* * *

Bank Debits

Bank debits in Dallas for September were \$185,294,000, a substantial increase over the August figures of \$173,407,000 and over September, 1934, when debits totaled \$173,515,000.

* * *

Building Permits

September building permits totaled \$441,481 for Greater Dallas, including Highland Park and University Park, as compared with \$199,333 for September, 1934.

* * *

Postal Receipts

September postal receipts in Dallas were \$302,790, as compared with \$279,164 for August and \$286,748 for September, last year.

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Air Travel Increases

September was the third highest month in the number of air passengers entering and leaving Love Field in the history of the field, according to W. L. Williams, field supervisor. There were 2,397 passengers entering the field and 2,415 departing during the month on regular passenger ships. During the same period last year 1,069 came in and 1,053 departed, this year's record being an increase of over 100 per cent over the same month last year.

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Air Line Has Big Gain

American Airline routes out of Dallas showed a passenger increase of 348 per cent and a revenue increase of 429 per cent from January to September over the corresponding period for 1934, according to Willis Lipscomb, local traffic manager.

A total of 3,181 passengers have boarded American Airline ships this year at Love Field; the total for the same period for 1934 was 913 passengers. Approximately half of the total number of passengers for the first nine months of the year were from Dallas.

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The City of Dallas has finished the first eleven months of its fiscal year with expenditures \$183,043 below budget estimates and income \$100,581 above expectations. All departments are operating below budget estimates and total expenses are well within income.

Dallas Bank Debits Show Business Leadership

Bank debits, considered by many the best single indicator of business activity, show Dallas high among the cities of the Nation and far ahead of other cities in its population class in current business volume, according to figures released by the Federal Reserve Bank.

For the week ending October 2, Dallas debits totaled \$51,427,000. For other cities of similar size the totals were: Houston, \$37,319,000; Rochester, \$25,707,000; Columbus, \$39,960,000; Atlanta, \$37,423,000; New Orleans, \$49,459,000; Denver, \$37,065,000; Seattle, \$40,093,000; Indianapolis, \$36,211,000; Louisville, \$33,740,000; St. Paul, \$38,890,000.

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Hat Company Expands

The Burr Hat Manufacturing Company, manufacturers of women's hats, and the Byer-Rolnick Co., manufacturers of men's hats, have merged and will operate in the future as the Byer-Rolnick Company. Alfred G. Burr, head of the millinery firm, becomes an executive of the Byer-Rolnick Company, in charge of the millinery division.

Additional space has been leased by the company at its Jackson and Poydras location and approximately \$10,000 will be spent in new machines, equipment and materials.

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New Rawlplug Branch

The Rawlplug Company of New York has just opened an office and warehouse at 1907 Canton St., in Dallas, where a complete stock of their line of Rawlplugs, Rawl-Anchors, Rawl-Drives, Rawldrills, Crowners and Lok-Crowners will be carried. The new branch is known as the Rawlplug Dallas Company and is in charge of D. P. Fletcher. It will service the entire northern section of Texas.

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Boot Company Opens Branch

The Colt-Cromwell Company, Inc., of New York, manufacturers of riding boots, have opened a Southwestern sales office and distributing branch in 524 Santa Fe Bldg. Jack S. Weisman, formerly of Philadelphia, is district manager.

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Garment Plant Enlarged

The Silktex Corporation, 1110 Commerce St., has found it necessary to triple the output of its plant to take care of fall business. The company manufactures "Blue Bonnet" underwear.

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Tennis nets made of stainless steel wire, save for a conventional canvas top, are on the market. They're said not to sag, stretch or corrode, can be left in place an entire season.



Air View of Brownsville's Business District

Business Centers of the Southwest , , , No. 4 , Brownsville, Texas



By G. C. RICHARDSON, Manager,
Brownsville Chamber of Commerce

WHEN a small party of Spaniards under a lieutenant of Cortez worked northward from the present site of Tampico, Mexico, and in 1526 reached the Rio Grande, they realized that this river and its fertile valley and delta would make a wonderful place in which to live.

They realized also that the big problem would be transportation.

And it was, and has been from that day down to this. So important in the history of this section has been transportation that the various steps in its development are marked by changes and progress in transportation.

The last of these steps is now being taken.

This step will make Brownsville a seaport. More than six millions of dollars are now being spent in "bringing the sea to Brownsville," and in the late spring of 1936 the Nation's newest seaport, seventeen miles from the Gulf, will be opened at Brownsville.

Other methods of transportation have come to the city, although developments are still planned and being made in them. Railroads link Brownsville to points in Mexico and the rest of the United States.

Highways likewise radiate from the city, yet one of its most important roads, that to Victoria, Mexico, is still in the stage of planning.

Brownsville became one of the important airports of the Nation in 1929 when Pan American Airways made it the northern terminus of its western division. Planes leave the airport daily, going to points in Mexico, Central America and South America.

Other planes leave over two lines, Bowen and Braniff, going north.

But from the day the first settlers squatted on the north bank of the Rio Grande along in 1846 to the present day, transportation has been the big problem of the city—and it has won.

Its centennial ten years from now will be a centennial of transportation.

First Called Matamoros Commons

Brownsville, before the independence of Texas, was known as the "Matamoros Commons." Stock owners in the Mexican city just across the Rio Grande grazed their cattle over much of the present site of the city, and some of the cattle hands built huts in the city. There was little development before 1846.

Fort Brown, military outpost, was built in 1846, during the war between the United States and Mexico, and with the termination of the war and definite establishment of the boundary, the city of Brownsville began to take form. However, the early days were times of uncertainty, and it was necessary from time to time to send troops back to the border for protection of the citizens.

Many of the earliest settlers, those of 1849 and 1850, were on their way to California to hunt gold and stopped and remained at Brownsville.

Brownsville became an important point in the Confederacy during the Civil War when cotton started pouring through the city, across the Rio Grande to Matamoros, and out through the foreign port of Bagdad, a phantom and fantastic city which built up to tremendous proportions and disappeared shortly afterward. There is not a trace of it left today.

Great ox trains pulled the Confederacy's cotton across Texas and out through this port.

Several stirring battles were fought around Brownsville during the Civil War just as two of the principal battles of the war of 1846 were fought near the

city. In fact, the last battle of the Civil War was fought near Brownsville five weeks after the war was actually over.

The fortunes of the border city moved along on a varying tide from 1867 until 1882, the general trend, however, being one of development.

Brownsville during that period became a focal point in transportation lines of the area. This position it was to lose in 1882 and regain only recently, with the air, highway and water developments of the past ten years.

During the period from the end of the Civil War until 1882 there was a brisk commerce with Northern Mexico through here. Ships of the Morgan line and other lines put in at the port of Brazos, at Brazos-Santiago Pass, which is now the key to Brownsville's new port.

First Railroad in 1872

Records show as many as thirty steamers a month arriving there. The merchandise was lightered across to Port Isabel. From there it was brought to Brownsville in big wagons drawn by oxen up until 1872. At that time the little railroad from Brownsville to Port Isabel was built by the late Simon Celaya.

For ten years this railroad did a business that was phenomenal. A legend has it that one employee of the line absconded with \$100,000, but that money was coming in so fast that the sum was not missed for a year.

Brownsville grew rapidly during that period.

But in 1882 there came a change. The railroad to Laredo and on into Mexico was built. The port at Port Isabel and Brazos gradually died, Brownsville settled back for a long time into a quiet, inactive border town, with the dream of greatness still in the minds of her people, however.

The complete death of water transportation came in 1904 when a railroad was built into this country from the North. The road marked the beginning of a new type of development, and in fact the beginning of development of this area as it is known today.

Although the coming of the railroad in 1904 wrote the final chapter to water transportation as it was then carried on, it caused one of the most remarkable agricultural developments the Nation has ever seen.

People in the Lower Rio Grande Valley had long known that its soil was one of the richest in the world, and would grow wonderful crops. Its semi-tropical climate made it possible to grow vegetables in the middle of winter, to grow citrus fruit and other semi-tropical fruits.

But up to 1904 there was no transportation that could handle perishables.

With the coming of the railroad irrigation and farm development in this area started, and the story of the Valley from 1904 to 1935 is one of continuous construction of irrigation works, and the clearing and planting of more lands.

Beginning of Citrus Industry

The citrus industry has grown to be one of the most important in the Nation, with more than 8,000,000 trees, and a production ranging around 7,000 carloads now. The production is expected to more than double.

The Valley area moves out from 15,000 to 20,000 carloads of winter vegetables annually, and new low railroad rates put into effect for this season are expected to result in still larger production.

It also produces from 50,000 to 100,000 bales of cotton annually.

The railroad furnished transportation to this section to meet its needs during that period.

But there were people in Brownsville and Port Isabel and other parts of the Valley who still clung to the idea of water transportation, and who worked for it.

As the Lower Rio Grande Valley began to move toward the limit of its agricultural development, these people saw more clearly the need of water transportation if its development was to continue—if the area was to take full advantage of its strategic position at the gateway of the two Nations.

The period of intensive agricultural development doubled the population of Brownsville in less than ten years. The city now has a population of more than 27,000, according to the latest United States Census estimate.

It is, in the opinion of its leading citizens, now entering on a new phase—that of industrial development as a seaport and gateway to Mexico, as well as outlet for a large amount of produce from its immediate territory.

Included in this produce is expected to be some oil, since one new field has been discovered eighty miles west of Brownsville in Hidalgo County, and there are prospects of other fields, possibly closer to the city.

Brownsville Modern City

Brownsville in its general aspects as a city compares favorably with other progressive cities of its population. It has an admirable school system, including a junior college affiliated with the University of Texas.

It has many fine church buildings.

It owns its public utilities, including water, power and light, and serves its citizens at reasonable rates, as well as offering low rates to industries.

It is served by the Missouri Pacific, Southern Pacific, Rio Grand railroads and the Mexican National Lines to the south.

There are seven highways radiating out of the city, two of them being main highway outlets. A goal of the city in highway improvement for years now appears near realization in the paving of a highway to Victoria, Mexico, which would make Brownsville a favorite gateway into Mexico by motor car.

Its great Pan American airport has been mentioned. Close to 200 persons are employed there, and the shops and airport are a source of pride to the aviation industry of the Nation. Braniff and Bowen air lines both go out of here to the north.

The city has historic Fort Brown on its southeast gateway, and across the river is historic Matamoros.

There is a first-class daily newspaper, The Brownsville Herald, circulating throughout the entire Lower Rio Grande Valley.

Brownsville has two canning factories, and a number of smaller manufacturing concerns. Its real industrial development is expected to start with the opening of the port.

The port project is a chapter in itself in the city's varied history. The bill providing for the port as it is now was passed by Congress in 1930, and provides for building of jetties and dredging of

Continued on Page 18.



Some of Dallas' Hotel Facilities for the A



LEADING DOWNTOWN HOTELS

1. Jefferson Hotel. 2. St. George Hotel. 3. Baker Hotel. 4. Mayfair Hotel. 5. Adolphus Hotel. 6. Hilton Hotel. 7. Scott Hotel. 8. Southland Hotel. 9. Waldorf Hotel. Practically all these hotels and those on the opposite page are making extensive improvements for the comforts of Centennial visitors.



APARTMENT HOTELS

1. Sanger Hotel and Apartments. 2. Clifton Hotel. 3. Argyle Apartments. 4. Cliff Towers. 5. Ervington Apartments. 6. Park Hotel, recently recon-
ditioned throughout. 7. Stoneleigh Court. 8. Melrose Court. 9. Oak Lawn Inn. 10. Maple Terrace.

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Brownsville

Continued from Page 15

the outer pass by the Federal Government.

This work the Government has practically completed, at a cost of considerably more than \$3,000,000, while the work that is being paid for by the district is now in full swing.

Port Nearing Completion

Two big dredges are nearing completion of the 17-mile channel and turning basin that will bring ocean water to the city. Meantime contract has been awarded for about \$550,000 of the terminal facilities at the turning basin, with more facilities in prospect. The facilities under construction include two 420-foot concrete wharves, two 400 by 120-foot metal warehouses, an oil dock, and an open wharf, and railroad connections.

An additional dock and another warehouse are in prospect.

Turning basin of the new port of Brownsville will be 1,300 by 1,000 feet, and depth of the project is twenty-six feet.

Brownsville is making preparations now for a gala opening of the new port. And it seems certain that there will be considerable industrial development under way around the port by the time it is opened.

Both the Texas Company and the Magnolia Petroleum Company have made arrangements for sites on which they are to build bulk stations.

A cotton compress is assured and a number of other industrial plants are in prospect.

With the opening of the port the beginning of a new era for the City of Brownsville will be observed.



Motor Carrier Act

Continued from Page 9

carriers shows us each act of transportation regarded as an individual transaction subject to the common practices governing bargain and sale. The steam boat traffic in its hey-day and its decline never got beyond this stage; it lasted in the case of the railroads until the belated enforcement of the Interstate Commerce Act put an end to it. The practice is full-blown in motor transport today; no shipper knows what his competitor is paying for motor transportation. This practice is at once the opportunity and the ruin of the fly-by-night truck owner. Its abolition is but elementary fairness to the shipper, and the closing of an open vein through which the life-blood—which means profits—of many a trucker is ebbing away.

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SOUTHWEST BUSINESS • November, 1935

Centennial Convention

List Now Totals 300

THERE are now approximately 300 conventions and sales conventions so far lined up for Dallas for 1936, the Texas Centennial year, and daily the list grows.

The most important convention secured the past month was the American Life Convention, meeting at its headquarters, Chicago. Harry L. Seay extended the invitation for Dallas. Judge C. F. O'Donnell of Dallas is the vice-president of the Association in Texas. An invitation was first extended by Dallas members a year ago and the Chamber of Commerce and others have followed up the campaign ever since. It will bring some 600 presidents and other high officials of life insurance companies, together with their wives. It perhaps represents more of America's money than any other organization, as the companies represented have 105 billions of dollars worth of insurance in force on the lives of some seventy million people. Recognition of Dallas as America's fourth most important insurance center is indicated by the fact that the association also met here in 1915 and again in 1927, and now it returns in 1936.

Sam Ross McElreath extended at Washington the invitation which won for Dallas the 1936 convention of the International Association of Electrotypers and Stereotypers.

Mrs. H. S. Goodson handled the campaign which landed for Dallas the 1936 meeting of the Supreme Assembly, Order of Beauceant, a Masonic gathering of some 500.

H. S. Goodnight was in charge of the campaign at Milwaukee which was successful in securing the 1936 convention of the National Federated Craft.

The Convention Department of the Chamber of Commerce would greatly appreciate hearing from any individual who is considering inviting his 1936 convention or, which is now also of increasing importance, his 1937 convention.

Oil Men to Meet Here

One of the most interesting, as well as one of the largest conventions scheduled for November, 1935, is the Independent Petroleum Association of America, convening November 4-5.

The State Baptist Training Union is expected to draw 7,000 visitors November 28-30.

The November list follows:

- Nov. 2 —District Educational Conference.
- Nov. 2-3—Texas Kennel Club.
- Nov. 4 —Southwestern Conference, Independent Petroleum Marketers Association.
- Nov. 4-5—Texas Holstein-Friesian Breeders Association.
- Nov. 4-5—Independent Petroleum Association of America.
- Nov. 4-7—Scottish Rite Reunion.
- Nov. 8—Scottish Rite Reunion.
- Nov. 8—Region Nine, Boy Scouts of America.
- Nov. 13-14—Texas Fraternal Congress.
- Nov. 15-16—Texas Association of Real Estate Boards.
- Nov. 17-18—Managing Editors of Texas Newspapers Affiliated with Associated Press.
- Nov. 28-30—Texas Baptist Training Union.
- Nov. —Federated Theatres of Texas.

"Two Pockets in your Shirt!"



The old saying "The Most convenient thing is a pocket in a shirt" is not modern enough for our times.

Business has speeded up—"Faster, faster" is the slogan. Efficiency is at a premium and convenience is necessary. Every office manager knows there are times when supplies are needed in a hurry.

With two stores located in the Heart of Dallas for your convenience, it's like having two pockets on your shirt. We're almost as close as your telephone.

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Railroads Compile Statistics to Show Safety of Travel

THE railroads furnish the public with the safest form of transportation of any common carrier operating on or over the land. M. J. Gormley, executive assistant of the Association of American Railroads told the fifteenth annual convention of the Safety Section of that Association which met in Louisville, Ky.

"Statistics show," said Mr. Gormley, "that on the highways there is one fatality for each 20,000,000 passenger miles, on the airways one fatality for each 24,000,000 passenger miles, and on the railways one fatality for each 400,000,000 passenger miles. In the first six months of 1935 no passenger was killed in a train accident on the steam railroads, despite the fact the volume of passenger traffic was the largest since the corresponding period of 1931 and aggregated 8,600,000,000 passenger miles. This was the third time within the past four years that the steam railroads have had a perfect record with regard to passenger fatalities in train accidents in the first half of the year.

"The railroads are justly proud of their safety record and they intend to maintain and improve that record. Despite the great financial stress brought on by the depression and by the severe competition of unregulated competitors, the railroads have not let down in their efforts to maintain and better their safety records.

Two Major Safety Problems

"Two of the greatest safety problems faced by the railroads today come from a responsibility which has been placed on their doorstep by the public despite the fact that the railroads have spent many millions of dollars for protection of employees, the traveling public and property. One is in respect to highway-railroad grade crossing protection, while the other one comes from the increase that has taken place in recent years in the number of fatalities among trespassers on the railroads, in part due to the increased use of trains as a means of transportation by transient unemployed. These two factors alone are responsible for approximately eighty-five per cent of the fatalities that take place in connection with the operation of the railroads.

"While there has been a general decrease annually in the number of fatalities resulting from highway-railroad grade crossing accidents since 1928, the peak year, there is still an unnecessary waste of life resulting from such accidents, particularly since statistics show that approximately forty per cent of the accidents result from motorists driving into the sides of trains.

"Due to the increased use of public highways in recent years, particularly for the transportation of passengers and

freight, there is a growing recognition of public responsibility for increased safety at highway-railroad grade crossings. An increased feeling also is developing throughout the country that perhaps the railroads have been burdened too heavily in the past and that the public should assume the cost of protecting such crossings. The Federal Government recently allotted \$200,000,000 for the elimination and protection of highway-railroad grade crossings and this money is to be allocated to the various states. Expenditure of this sum will only bring about the elimination of a small proportion of such crossings but it is a step in the right direction.

"In connection with any program for the elimination of highway-railroad grade crossings, however, some regulatory power over the creation of new grade crossings should be created. The necessity for this is shown from the fact that from 1926 to 1933, inclusive, 12,370 grade crossings were eliminated while at the same time 12,514 new grade crossings were created, or a net increase of 144 crossings.

Fatalities Among Trespassers

"In the past five years there has been a general increase in the number of fatalities among trespassers on the railroads with the result that in 1934 nearly 2,700 lost their lives. It is difficult to see how a transportation agency can equip itself to meet this particular kind of responsibility and yet something must be done about it.

"While safety among passengers and employees of the railroads has been constantly improving in the past ten years, the number of fatalities resulting from grade crossing accidents and from trespassers on railroad property has been growing larger. Ten years ago sixty-nine per cent of the fatalities resulted from grade crossing accidents and accidents to trespassers, while in 1934 it was 83.6 per cent.

"The rail carriers have had to face in the various states and in the Federal Congress prospective legislation, such as full crew laws, limitation on lengths of trains, reduction in hours of service and laws requiring additional and unnecessary track inspection and others. Our study of these matters leads us to believe that they cannot be pressed for on the basis of safety. The official record of the Interstate Commerce Commission shows that there was a reduction in casualties of seventy-five per cent to passengers in train accidents in 1933 as compared with 1923. We cannot find that a single accident to these passengers in recent years can be attributed to any cause implied in the various types of legislation enumerated above."

Freight Car Loadings Increase Predicted

Freight car loadings in the fourth quarter of 1935 are expected to be about 6.4 per cent above actual loadings in the same quarter in 1934, according to estimates compiled by the thirteen shippers' regional boards.

On the basis of these estimates, freight car loadings of the twenty-nine principal commodities will be 4,805,388 cars in the fourth quarter of 1935, compared with 4,515,835 actual loadings for the same commodities in the corresponding period last year.

Twelve of the thirteen shippers' regional advisory boards estimate an increase in the loadings for the fourth quarter of 1935 compared with the same period in 1934, the only one estimating a decrease being the Trans-Missouri-Kansas board which covers the States of Arkansas, Missouri and Kansas, and Northeastern Oklahoma.

Of the twenty-nine commodities included in the estimate, increases are expected in twenty-five while decreases are expected in four. The twenty-five for which an increase is estimated follow: Grain; flour, meal and other mill products; cotton; cottonseed and products except oil; citrus fruits; other fresh fruits; potatoes; other fresh vegetables; coal and coke; ore and concentrates; gravel, sand and stone; salt; lumber and forest products; petroleum and petroleum products; sugar, syrup and molasses; iron and steel; machinery and boilers; brick and clay products; lime and plaster; agricultural implements and vehicles other than automobiles; automobiles, trucks and parts; fertilizers; paper, paper board and prepared roofing; chemicals and explosives and canned goods, including canned food products.

The four commodities for which a decrease is estimated are: Hay, straw and alfalfa; livestock; poultry and dairy products and cement.

The reduction anticipated for the fourth quarter of this year in the movement of livestock results from the fact that such shipments were stimulated in 1934 because the Government was shipping livestock from the drouth areas.

Of the commodities for which increases are estimated in the fourth quarter of 1935, compared with the same period last year, those showing the largest percentage of increases are automobiles, trucks and parts, 108.6 per cent; agricultural implements and vehicles other than automobiles, 36.3 per cent; grain, 25.4 per cent; iron and steel, 22.3 per cent; lumber and forest products, 16.7 per cent; brick and clay products, 15.9 per cent; fresh fruits other than citrus fruits, 14.4 per cent; machinery and boilers, 14.4 per cent; cotton, 13.8 per cent, and ore and concentrates, 13 per cent.



The awkward problem of carrying an umbrella in an automobile is solved by a new foot rest which conceals a full sized umbrella in its crossbar.

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A Third of a Century Old

STILL GROWING WITH THE GREAT SOUTHWEST

REPUBLIC INSURANCE COMPANY

Fire

Dallas, Texas

Allied Lines



2 Pictures Tell a Story

THESE two unretouched photographs tell a story of commercial progress and enterprise. They show the main piece goods display floor of the Higginbotham-Bailey-Logan Company, wholesale dry goods, before and after lighting was rejuvenated. Which invites you most to buy?

Illuminating engineers of your electric service company assisted Higginbotham to accomplish this result at a minimum cost. They will gladly do the same for you.



DALLAS POWER & LIGHT CO.

Business Opportunities

House of Warren, Inc., 215 West Ohio St., Chicago, Ill., cosmetics manufacturers, want salesman for Texas.

St. Charles Manufacturing Co., St. Charles, Ill., wants sales representation for a line of standardized steel kitchen units, including cabinets, refrigerator units, ranges, etc.

Foster Grant Co., Inc., Leominster, Mass., wants salesman to sell line of advertising specialties, jewelry, stationery novelties and premium goods, to department stores, specialty shops, luggage shops and shoe stores.

Manhattan Kreole Products, Inc., 172 North 10th St., Brooklyn, N. Y., manufacturers of shoe polishes, furniture polishes, etc., want sales representation in the Southwest.

Wolverine Shoe & Tanning Corporation, Rockford, Mich., manufacturers of horsehide shoes and gloves, want sales representation to the wholesale trade only.

F. A. Wurzburg & Son, 51-55 North Division Ave., Grand Rapids, Mich., want

representative to sell a line of stamped needlework package goods to department stores.

Ring-Less Cleaning Fluid Co., Inc., 125 West 33rd St., New York, N. Y., wants distributor for a cleaning fluid sold to the manufacturing and retail trade.

Hartzell Propeller Fan Company, Piqua, Ohio, wants representation for a line of ventilating equipment.

Kerlow Steel Flooring Co., Jersey City, N. J., wants a distributor for a line of fabricated metal products sold to the building industry.

Southwest Chemical Corp., P. O. Box 66, Little Rock, Ark., manufacturing a line of water treating chemicals, wants sales representative calling on large industrial plants.

Pistachio Sales Company, Inc., 111 Reade St., New York, N. Y., wants broker to handle a line of Pistachios, Pignolia and Brazil nuts, selling wholesale grocers, department stores, meat packers, candy and ice cream manufacturers.

National Distributors Co., 3356 Gratiot Ave., Detroit, Mich., distributors of cosmetics, want salesman to handle line

selling to department and drug stores, beauty shops, etc.

S. Salinger, Inc., 1206 Chestnut St., Philadelphia, Pa., importers and jobbers of millinery merchandise, want salesman to sell line to department store millinery workrooms and small retail shops.

Gibson Electric Refrigerator Corp., Greenville, Mich., is open for a distributor in the Southwest.

Be Vier & Company, Inc., 54 Franklin St., New York, N. Y., distributors of a safety shoe for industrial workers, with a steel box covering the toes, wants sales representative to sell this line direct to large industrial concerns.

Zallea Brothers, 4041 Ridge Ave., Philadelphia, Pa., want sales engineer to handle a line of corrugated packless expansion joints for pipe lines, selling to the heating and plumbing trades and to industrial plants.

Dallas Lines Wanted

E. L. Bull, P. O. Box 307, Raymondville, Texas, is interested in contacting Dallas manufacturers and distributors of staple merchandise desiring sales representation in the Rio Grande Valley. Especially interested in general merchandise, specialties, light and shelf hardware, work clothes and beverages (wines, cordials, beers, whiskey and similar items).

Keeping Step with Southwest Development

Fleming & Sons, Inc., have increased manufacturing capacity to 250,000 pounds of paper every twenty-four hours.

THE PUBLIC IS INVITED
TO SEE THIS MAMMOTH
PLANT IN OPERATION.

FLEMING & SONS, INC.

SINCE 1893
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DALLAS, TEXAS

Residential Building Leads Construction

Residential building improvement continues as the most important single development in the field of construction. With the September contract record included, home-building in the thirty-seven eastern states, has finally arrived, on its emergence from the depression, at the \$400 million mark for a twelve-month period, according to a statement of F. W. Dodge Corporation. For the twelve months ended April, 1933, the residential total was only \$225 million. "Though delayed, the trek back from this all-time low has been rather phenomenal" states the Corporation's news bulletin.

The September residential contract total for the thirty-seven eastern states amounted to \$41,810,800 as contrasted with \$40,528,300 for August and only \$17,853,600 for September of last year. For the initial nine months of 1935 the contract volume totaled \$338,907,500 as against only \$188,080,100 for the corresponding period of 1934. This gain of about eighty per cent in home-building between the two years was entirely due to improvement in private activity as distinguished from public housing undertakings.

Despite the important improvement in residential work witnessed thus far this year the total volume of construction covering all classes of projects has failed to attain the cumulative volume reported for the initial nine months of 1934. For that period the total in the thirty-seven eastern states was reported as \$1,203,507,200 as against \$1,191,697,700 for the first nine months of 1935. Losses from last year centered chiefly in governmental projects of heavy engineering types, such as bridges, highways, water supply systems, sewage systems and the like.

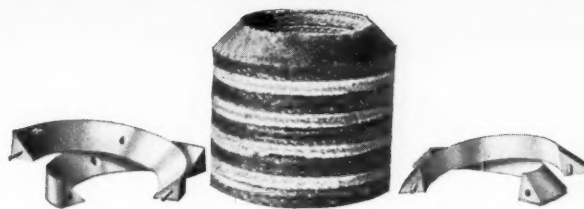
For September, alone, total awards for all classes of construction were reported at \$167,376,200, by the Dodge organization, as contrasted with \$168,557,200 for August and only \$110,151,200 for September, 1934.



Robbery Claims Decline

Claims resulting from robbery of freight in transit on the railroads showed a marked reduction in the first six months of this year compared with the corresponding period in 1934, according to reports from the protective section of the Association of American Railroads.

Total payments of claims resulting from robbery amounted to \$492,256 in the first six months of 1935 compared with \$596,339 in the corresponding period in 1934, a decrease of \$104,083 or 17.4 per cent. As has been the case for the past several years, nearly forty per cent of the total claims paid have resulted from theft of coal, while cigarette and tobacco losses have amounted to approximately eighteen per cent of the total, these two items alone constituting nearly sixty per cent of all charges growing out of theft of freight.



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Heavy Duty Accordion Packing Rings for Water Service Up to 6,000 Pounds Working Pressure

The Texacone Heavy Duty Packing Ring contains a pressure space which is open to the moving surface and closed at the box wall by a fold of the material. There is also incorporated a terraced lap which makes installation quick and convenient. During each rise of pressure some of the water is caught in the pressure space and forced to act as a lubricant for the plunger surface. During decrease of pressure the water drains out of the pressure space due to the elasticity of the material, and while returning to the source acts as a cooling agent to keep both packing and plunger at a low temperature. This form of construction, for extremely high pressures, is exclusive with Texacone Rings. Suitable fittings are provided for any type of installation. For additional information write for Technical Bulletin No. 390.

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... and Cancer itself will soon disappear. Local measures of treatment such as surgery, radium or X-rays do not reach the "cause" of Cancer... they merely act upon the "effect." Cancer itself is the result of imbalance in the blood cells; therefore no permanent progress can be attained until the chemistry of those cells is corrected.

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Late Crop Season Will Prolong Fall Buying in Southwest

By **WALTER B. MOORE**
(In the Dallas Morning News)

THE lateness of cotton and other major crops in Texas this season has so completely altered the business situation as to be of wide interest to merchants in this predominantly agricultural State. The fall upturn in business, which last year was early and restricted because of the drought-reduced rural income, may be expected to be unusually late, much more marked than last season and more prolonged this fall.

No greater contrast could be provided than that between the farm situation this year in Texas and a year ago. The extremely short crops were virtually all harvested by the end of September last season; farmers had sold or were selling not only their surplus livestock but a large portion of their breeding stock, and at sacrifice prices. This season the picture is quite different—bumper crops have been made in most localities, harvesting is hardly more than started and market supplies of livestock, even at much higher prices, are limited.

Cotton Revenue Later

Cotton, the most important Texas crop, provides the best illustration of the contrasting situation. In 1934 Texas produced only 2,406,000 bales of cotton, nearly 2,000,000 bales less than the average crop; this season the Government forecast is for 3,467,000 bales, still below average but 1,061,000 bales more than in 1934. The price of lint cotton this season to date has averaged nearly twelve cents a pound, about the same as a year ago, while seed prices have held around \$30 a ton, against about \$22 a year ago. Thus, the value of Texas' 1935 lint and seed may be forecast at more than \$250,000,000 compared with about \$180,000,000 last season.

Distribution of this income presents an even greater contrast. Last season approximately thirty-nine per cent of the Texas crop was ginned prior to September 1, whereas to September 1 this year only about eleven per cent of the estimated crop had been ginned. This means that eighty-nine per cent of Texas' 1935 cotton income, or about \$222,000,000, will be received during the last four months of the year, instead of only sixty per cent or about \$108,000,000, received during the same period last season. As a result, the fall-winter cotton income during 1935 will be more than double that received during the same 1934 period, even though the total value of the 1935 crop is only about thirty-nine per cent greater.

Increased employment also is an important business factor resulting from the larger and later 1935 cotton crop. Little hired labor was needed to help harvest the small 1934 crop, which matured early and gave ample time for picking before fall rains were expected. But this year the much larger crop

should provide more work and its lateness will necessitate speedy harvest to protect the staple against weather damage.

All Crop Yields Good

Other Texas crops are in the same condition. The combined yield of major crops in this State is estimated by the United States Department of Agriculture at 23.1 per cent above the ten-year average; only three other States (Georgia, South Carolina and Louisiana) can boast of a combined crop yield this season twenty per cent or more above average. Most of these above-average Texas crops are later than usual, so that their revenue will be concentrated during the latter part of the year, and their abundance will provide much employment during harvest.

The total value of Texas crops and livestock this season is estimated at well over \$500,000,000, or more than twenty-five per cent above the 1934 total of about \$400,000,000. But the later harvest probably means that the farm income during the last four months of this year will be about fifty to sixty per cent greater than in the comparable 1934 period. This should result in a very marked seasonal upturn in rural buying and should exert a profound influence on all Texas business indexes.



Residential Building Boom Predicted for Next Year

Some of the best minds in the Administration are now at work on plans to make residential building a much bigger factor in the business picture before November, 1936.

The belief exists that a residential building boom is on the way. Calculations indicate such a boom in 1937. The Administration now hopes to advance the date a whole year. This is not altogether politics, not entirely re-election strategy.

It long has been observed that real estate booms characteristically go to extraordinary heights and that subsequent real estate slumps go to correspondingly extreme depths. So Washington thinkers are concentrating on how to stabilize the real estate curve. Anticipating by one year the active demand for new homes is believed to be one important step in the direction of stability.

There seems to be a combination of government, business and natural influences at work which should make the home construction movement a definite factor in business recovery, possibly within the next year, and probably the year after.—Frederick Shelton of the Kiplinger Staff in Nation's Business.

Executives Find Better Light Efficiency Aid

Better sight as a stimulus to increased industrial production and merchandise sales is receiving greater emphasis in Dallas' second Better Light-Better Sight program. Local firms taking part in the national program already are counting actual results from this activity.

Increased business attributed to the sight conservation activity has been reported by electrical contractors who have been called in to improve wiring and lighting facilities, optometrists, paint and paper dealers and portable lamp dealers. Sales of portable lamps by Dallas dealers in the first nine months of 1935 show a gain of 160 per cent over sales in the corresponding period of 1934, as one result of the Better Light-Better Sight campaign.

Co-operation of various professional and trade groups, plus advertising and publicizing of the Better Sight story, has resulted in a wide interest in the program. Introduced last fall, the program is based on the Science of Seeing, which clarifies the relation of light to eyesight and explains how various factors affect sight.

Eyesight Defects Increase

The tremendous prevalence of eyesight defects in modern life is attributed in great extent to the fact that eyes were used by primitive peoples for seeing large objects, at a distance usually, and in nature's generous daylight, while today most pairs of eyes are used for reading fine print or other difficult visual tasks, are used for many more hours than the daylight span, and are used for these difficult tasks indoors under light far inferior to nature's daylight. Since the visual tasks must be performed, the Science of Seeing finds it logical to improve sight by competent examination of eyes and fitting of glasses when necessary, and by the provision of better light for easier seeing. In the provision of better light, not only the lamps and fixtures used are of importance in giving the best light, but the shades, standards and height of the lamps are of importance in eyesight protection.

Architects, builders, paint and paper dealers have their share in the program in providing correct reflecting surfaces for the most efficient use of light. Decorators are taking advantage of wider knowledge on light and more scientifically constructed lamps and fixtures to insist on correct light for eyesight protection as well as beautiful effects. The electric service company has taken an active part in furthering the program by publicizing the story of Better Light for Better Sight in illustrated addresses to a large number of groups and in sending out to Dallas homes or to business quarters upon request, a group of lighting advisers.

Sight Meter Used

The Lighting Adviser, who is trained both technically and practically, is equipped with a Sight Meter, a device for the accurate measurement of light.

Factoring Keeps Your Money in Motion

Far too many manufacturers and jobbers are under pressure for operating Capital, because a large part of their funds are used to carry outstanding accounts. With the use of our service you obtain cash immediately as goods are shipped.

THIS READY CASH makes possible a more rapid turnover of working Capital, thereby stimulating production and profit-making opportunities. Your inquiry will bring complete information.

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Bedroom Apartments \$80.00 up.

Daily rate \$2 to \$10.

Single Rooms \$35 and \$40.

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Where the light is found inadequate for seeing without strain, the Adviser is able to suggest the most efficient methods of improving the lighting. Technicians have found by research and experiment the general requirements for various visual tasks, and the Lighting Adviser adapts these to the individual requirements of different eyes. Various business and industrial concerns which have taken advantage of the new knowledge to have their lighting better adapted to special needs have estimated a marked increase in efficiency and in some cases in actual sales.

The program of eyesight conservation has gained impetus with every month since its beginning and will be continued throughout the winter, as reports from participants indicate its force for increasing business is cumulative.



East Texas Oil Income Big Aid to Business

If a Dallas bank were called on to pay off the recipients of East Texas oil income in silver dollars, it would take 222 three-quarter-ton trucks to deliver the money every month.

This fact was used by E. B. Germany in an address before the Dallas Real Estate Board to give a concrete idea of the importance of this vast oil field to Dallas.

Mr. Germany, oil man and mayor of Highland Park, told the realtors that few Dallasites realize what East Texas oil means to this city.

"During the last year royalty owners in East Texas received an average monthly income of \$1,800,000, and independent producers in the field averaged more than \$6,000,000 a month," he said. "This income, largely in the hands of individuals, means much to Dallas, for this city is the logical place for this money to be spent."

The speaker explained that the East Texas oil income in September was over \$13,000,000.

"This money is divided among three groups—major oil companies, independent producers and the fee royalty group," he said. "The royalty group is the most important to Dallas, for their income is spent rapidly and goes quickly into trade and investment channels."

"During the next fifteen to twenty years that these East Texas wells are producing there will be an enormous amount of East Texas income seeking its way to trade channels."

Mr. Germany said that two years from now 20,000 wells in East Texas will have to be put on pumps, and that this will necessitate the expenditure of \$80,000,000.



Lunches are now being served aboard planes in flight by Braniff Airways. The lunches are served in flight en route between Brownsville and Corpus Christi, and between Tulsa and Kansas City. This is the "Chicago Limited" leaving Brownsville at 12:40 p. m. and arriving in Chicago at 9:25 p. m.



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Economic Importance of Texas Oil Resources

THE economic importance of Texas oil resources and the Texas oil industry cannot be indicated just by citing statistics or by using any statistical methodology yet devised. Quantitative data, however, may be utilized to present more definite impressions of certain features of the qualitative aspects of the industry.

It is necessary in the first place to view the modern oil industry in the perspective of economic scientific developments, especially in the period since the inception of the Mechanical Revolution during the middle of the eighteenth century.

The birth of industry in the modern sense waited upon and was made possible by the discovery of how to generate and utilize mechanical energy in a large way—beginning with the use of coal, followed by the development of hydro-electric power and still later the use of the internal-combustion engine.

Large use of mechanical power in the regions comprising world market areas is the essential basis—the mainspring of the world's work to a degree not usually appreciated. And while the industrial plant or factory is commonly regarded as the representative expression of the modern Power Age, yet it would be difficult to overestimate the economic, social, or political significance of our modern transportation system which so effectively bring together the world's producing and market areas.

Moreover, it is just as desirable to keep in mind that large use of energy resources at a low rate of expenditure is the key to any complete interpretation of either the value or the utilization of natural resources possessed by any country or region. Comprehensive and reliable studies of energy reserves and the feasibility of their utilization are today of incalculable value in intelligently directing or planning the course of industrial development of a country or a State. And it may be kept in mind that ours is an industrial age.

As a background for ensuing articles in this series the following are presented in broad outline.

World Aspects of Petroleum

Of the total production which now amounts to more than 26.5 billion barrels of oil the United States has contributed nearly two-thirds or sixty-four per cent of this vast quantity. In the light of the best geologic knowledge available, the total ultimate reserves of the rest of the world greatly exceed those of the United States. Indeed, it is estimated that originally the United States contained only one third of the world's oil reserves. It should be kept in mind also that the territory of the United States has been more thoroughly

By **ELMER H. JOHNSON**

(In The Texas Business Review)

explored for oil than has that of any likely oil-producing country of any size. Moreover, estimates of oil reserves can be at best only shrewd guesses.

Of proven oil resources amounting to about twenty-five billion barrels, the United States possesses nearly fifty per cent of the total; in the United States proven oil reserves amount to about twelve times the present annual production of this country.

Texas is furnishing now more than forty per cent of the current production of the United States; Texas has about fifty per cent of the proven oil reserves of the Nation; or some twenty-five per cent of the proven oil reserves of the whole world.

The total ultimate oil reserves of Texas are thought to be very large; oil reserves of Texas, in brief, are a function of a large number of factors, including the inclusive groups of formations represented in the geologic column, the diversity of strata, the structural aspects of the various geologic regions and the wide geographic extent of the State's territory. Moreover, the fact that Texas is the only major oil-producing State whose proven reserves exceed its total past production is one of no little significance to the oil industry of the Nation as well as to Texas.

Similar to the case of other minerals, oil production affords a striking example of geographic concentration. The large proportion of the oil produced to date has been furnished from a few fields, whether in the United States or elsewhere. Of foreign fields the great Baku area in Russia is a striking example. In the United States such major fields as Yates, Kettleman Hills, Oklahoma City, East Texas and Conroe come readily to mind—but it is rather remarkable that the United States fields above named were all discovered within a five-year period (1926-1930). It is all the more remarkable to note that the discoveries in this five-year period amounted to more than one third of all the oil which has ever been found.

Newness of Modern Oil Industry

It may be surprising to note that it was not until after 1914 that the volume of gasoline refined in the United States exceeded that of kerosene. The rapidly growing demands for oil products occasioned by the World War first brought about systematic efforts on a wide scale to find oil reserves; paralleling these movements came the systematic application of geologic principles to oil finding. After 1926 came the use of geophysical methods.

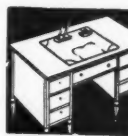
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In the United States the rate of discovery of new fields has already fallen off; further exploration in the Nation and in Texas is likely to be attended by higher costs.

In the field of oil production deeper drilling is considered of utmost importance in many sections of probable oil-producing regions. The deepest well in the world which is now being drilled in Texas has reached a depth of more than 12,000 feet. Deep drilling in Texas or California today stands in great contrast to the shallow wells of the early developed Appalachian fields or even those of Northeastern Oklahoma. Also various improvements in production technique have already proven beneficial in increasing the percentage of recovery from oil reservoirs. Continuation of two other significant trends may be looked for: One of these is the further application of improved chemical technique in oil refining; the other, further developments in the mechanical technique of internal combustion engines. For instance, a French Peugeot automobile is said to run about forty miles to the gallon of gasoline! There are reasons for believing that the Diesel engine today may be on the threshold of a development comparable to that of the ordinary gasoline (Otto) type after 1900.



API Committees Surveying Problems of Petroleum

Four American Petroleum Institute committees now are making a broad survey of problems peculiar to the petroleum industry's production, refining, marketing, and transportation operations, with special study of economic factors. It is expected they will make preliminary reports to the Institute's executive committee and board of directors at the Institute's sixteenth annual meeting November 11 to 14 at Los Angeles, Calif.

J. Edgar Pew of the Sun Oil Co., Philadelphia, Pa., is chairman of the Production Committee, which held an organization meeting at Dallas, September 18. J. Noel Robinson of the Tide Water Oil Co., New York, chairman of the Refining Committee, organized that group at New York September 17. With W. V. Hartmann of the Gulf Refining Co., Pittsburgh, Pa., as chairman, the Marketing Committee organized September 18 at New York. Chairman Harry T. Klein of the Texas Co., New York, called the Transportation Committee into session at New York September 20.

Following is the membership of the committees:

Production: chairman, Pew; A. I. Leverson, Fergus Falls, Minn; W. B. Heroy, Consolidated Oil Corp., New York; Frank R. Clark, Mid-Kansas Oil & Gas Co., Tulsa; Fred H. Lahee, Sun Oil Co., Dallas; Wallace E. Pratt, Humble Oil & Refining Co., Houston; J. Y. Snyder, Shreveport, La., R. S. McFarland, Texas Seaboard Oil Co., Dallas; G. C. Jester, Standard Oil Co. of California, San Francisco; Alex W. McCoy, Marland Royalties Co., Ponca City; E. L. De-

Golyer, Felmont Oil Co., New York; J. H. Gardner, Gardner Oil Co., Tulsa; L. P. Garrett, Gulf Production Co., Houston; Max Ball, Denver, Colo.; Alexander Deussen, Houston, and W. E. Rather, Dallas.

Refining: Chairman, Robinson; A. E. Pew, Jr., Sun Oil Co., Philadelphia; George H. Taber, Jr., Sinclair Refining Co., New York; R. E. Wilson, Pan American Petroleum and Transport Co., New York; W. L. Stewart, Jr., Union Oil Co., Los Angeles; C. M. Boggs, Kanotex Refining Co., El Dorado, Kansas; Lloyd F. Bayer, Associated Oil Co., San Francisco; Charles B. Buerger, Gulf Refining Co., Pittsburgh; and Stuart A. Giraud, Humble Oil & Refining Co., Houston.

Marketing: Chairman, Hartmann; H. W. Dodge, The Texas Company, New York; W. T. Holliday, Standard Oil Co. of Ohio, Cleveland; Allan Jackson, Standard Oil Co. of Indiana, Chicago; C. B. Watson, The Pure Oil Co., Chicago; J. W. Carnes, Sinclair Refining Co., New York; Jacob France, Mid-Continent Petroleum Corp., Baltimore; R. R. Irwin, White Eagle Oil & Refining Co., Kansas City, Mo.; B. I. Graves, Associated Oil Co., San Francisco, Calif.; D. E. Buchanan, Hanlon-Buchanan, Tulsa; and Ralph K. Davies, Standard Oil Co. of California, San Francisco.

Transportation: Chairman, Klein; D. S. Bushnell, Northern Group Pipe Lines, New York; J. J. Cosgrove, Continental Oil Co., New York; C. E. Crawley, Consolidated Oil Corp., New York; E. J. Henry, The Atlantic Refining Co., Philadelphia; A. W. Peake, Standard Oil Co. of Indiana, Chicago; and O. D. Donnell, Ohio Oil Co., Findlay.



Rural Prosperity Aids Small-Town Business

The return of prosperity to the rural districts of the Nation has brought business volume in country towns and small cities back to 1929 levels, according to a report compiled by the Chamber of Commerce of the United States.

The gain for September placed rural business four per cent ahead of the 1929-1931 average, six per cent above the 1934 average and forty-two per cent ahead of the volume moved in those sections in 1933. For the first nine months of 1935 the report showed a twenty per cent increase in rural business as compared with the same period of 1934. The information was given from a report of the United States Bureau of Foreign and Domestic Commerce, with the report for September of 1935 being listed as a preliminary estimate.

The daily average sales in September increased about thirty per cent from August, the report states. Without allowing for seasonal adjustment, the percentage is computed at 103.7 per cent.

The computations are based on figures from mail order houses and from chain store organizations, the reports state. No information is taken, the report said, except from firms that have operated a full year or more in the towns from which information is gathered.

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Above ground and below, throughout the Southwest, there is a network of telephone cables.

Starting with cables holding only seven pairs of wires, telephone research found the way to pack 1,800 pairs...3,600 wires...into a cable whose diameter is less than 3 inches.

We cite this as an example of the contributions the Bell System research laboratories make toward keeping down the cost of telephone service.

In the Bell System, the American Telephone and Telegraph Company is the parent company, and operates the long distance lines connecting the 24 regional Bell companies. Bell Laboratories carries on the research work; Western Electric manufactures, purchases and distributes.

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New Members

The following firms have been elected to membership in the Dallas Chamber of Commerce:

Shanghai Cafe, 1004 Main St.; Y. C. Huey, proprietor.

Dallas Post Cards, 310 Stewart Bldg. and 115 North Akard St.; Joe Goldman, manager. Post cards and folders.

Southland Mortgage Company, 517 Republic Bank Bldg.; D. L. Treadway. Mortgage loans and real estate rentals.

American Seating Company of Texas, Second Unit Santa Fe Building; H. W. Leuthstrom, president and division sales manager. School, theatre and church furniture.



Dallas Has Unique Shop in "Little Mexico"

One of the most unusual retail shops in Dallas is the Mexican Arts and Crafts, located at 1325 McKinney Ave., in "Little Mexico." The shop specializes in Mexican wares and carries a large assortment of goods imported from Mexico.

On display are attractive wood carvings, dishes, Oaxaca, Saltillo and Texcoco serapes; painted wood bowls and lacquered gourds from the States of Michoacan and Guerrero; Guadalajara vases and the Aztec Calendar; Aztec featherwork and the famous "straw dolls"; native chairs, molcajetes and the better known metate, made of volcanic rock, baskets, etc.

Since the first of the year Miss Tula Caffey, owner of the shop, has been keeping a register of visitors, and has had people in the shop from Canada, Scotland, Hawaii, Mexico, Brazil and all sections of the United States. Visitors from Northern and Eastern States have been particularly attracted and purchase many unusual articles unknown in their own districts.

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The Sabine District (Beaumont, Port Arthur, Orange and Lake Charles) ranks 2nd among the greatest shipping districts of the Nation.

Beaumont was 2nd among Texas Ports during the calendar year, 1934.

Beaumont's total tonnage for 1934 was 15,357,674 net tons, valued at \$151,579,045.00, compared to 1916 tonnage of 674,058 net tons, valued at \$10,903,471.00.

In 1934 Beaumont ranked first among Texas Ports in inbound Coastwise tonnage, 1,032,671 tons, and second in outbound Coastwise tonnage, 12,103,743 tons.

For the first 5 months of 1935, the Port has handled 6,463,193 tons, showing a better monthly average than in 1934.

Beaumont, the Natural Port of East Texas, is one of the few cities of the world from which ALL SIX modern transportation systems radiate:

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INDEX TO ADVERTISERS

Adleta Show Case & Fixture Mfg. Co.	30
Ambassador Hotel	26
American Beauty Cover Co.	29
Baker Hotel	19
Barrow, Wade, Guthrie & Co.	30
Baylor University Hospital	28
Beaumont Port Commission	29
Brown Cracker & Candy Co.	23
Cannon Ball Towel Supply Co.	26
Cargo, Hugh	20
Clarke & Courts	31
Commercial Factors of Texas	25
Cowser & Co.	26
Dallas Insurance Agents	2
Dallas Power & Light Co.	21
Dallas Transfer & Terminal Warehouse Co.	20
Ernst & Ernst	18
Ewing, S. L., Co.	19
Fakes & Co.	26
Fidelity Union Building	27
First National Bank in Dallas	4
Fleming & Sons, Inc.	22
Ginner & Miller Publishing Co., The	18
Graham-Brown Shoe Co.	26
Gray & Graham Co.	30
Harper-Standard Engraving Co.	3
Harpold, J. B.	27
Hesse Envelope Co.	30
International Trucks	18
Interstate Fireproof Storage & Transfer Co.	31
Johnson, Jno. J.	20-24
Mercantile National Bank	25
Metropolitan Business College	26
Morgan Warehouse & Commercial Co.	31
Pig Stands Co., Inc.	24
Republic Insurance Co.	21
Republic National Bank & Trust Co.	26
Roth Sign Co.	29
Saint Paul's Hospital	27
Southwestern Bell Telephone Co.	29
Southwestern Blue Print Co.	26
Spann Sanitarium	24
Standard Fixture, Inc.	29
Stewart Office Supply	19
Stewart Title Guaranty Co.	19
Texacone Company	23
Texas Power & Light Co.	32
Wholesale Merchants Building	28

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Junior Chamber Activities

Inter-City Relations Committee

This is one of the most active of the committees of the Dallas organization. Typical of its activity is the recent trip to Houston to put on a program at the noon luncheon of the Houston Junior Chamber. Among those who made the trip were Jimmie Stewart, Hugh Dunlap, Bob Olmsted, Phil Kirchhaine, Ray McDonald, Jim Hudson, Houston Nichols and Mack Hargrave.

Fire Prevention Activity

In connection with Fire Prevention month in Dallas, the luncheon on October 16 was devoted to fire prevention. L. M. Funk, fire marshal, was the principal speaker, and exhibited the film, "The Bad Master." A radio program was also sponsored on October 12, devoted to fire prevention.

The luncheon on October 9 was devoted to the Community Chest campaign. Stillman T. Westbrook of Hartford, Conn., president of Community Chests and Councils, Inc., New York, was the speaker. The Junior Chamber sponsors Division B of the Dallas Community Chest campaign for 1935, and a number of its members will take an active part in the campaign to raise funds for this work.

Annual Award Planned

Preparations for choosing the young Dallas business man who has given the most distinguished service during the year are being made by a committee headed by Ed Greer and composed of W. O. Cooper, Bob Olmsted, Durwood Mahon and Lawrence Payne. The award committee will select another committee, consisting of a lawyer, a doctor, a merchant and an oil man, who will choose the award winner.

Personals

Jimmie Stewart has been appointed chairman of a program of work committee to plan a definite schedule of work for 1936.

Ray McDonald was elected as a member of the board of directors of the Texas Junior Chamber of Commerce. He succeeds Frank Parker, Jr. He was also on the legislative committee and the highway committee at the State convention.

A petition was sent to Governor Allred requesting the submission to the special session of the Legislature of a bill providing for a uniform drivers' license law.

Charles M. Kella, Jr., was on the constitution and by-laws committee at the State convention at Tyler.



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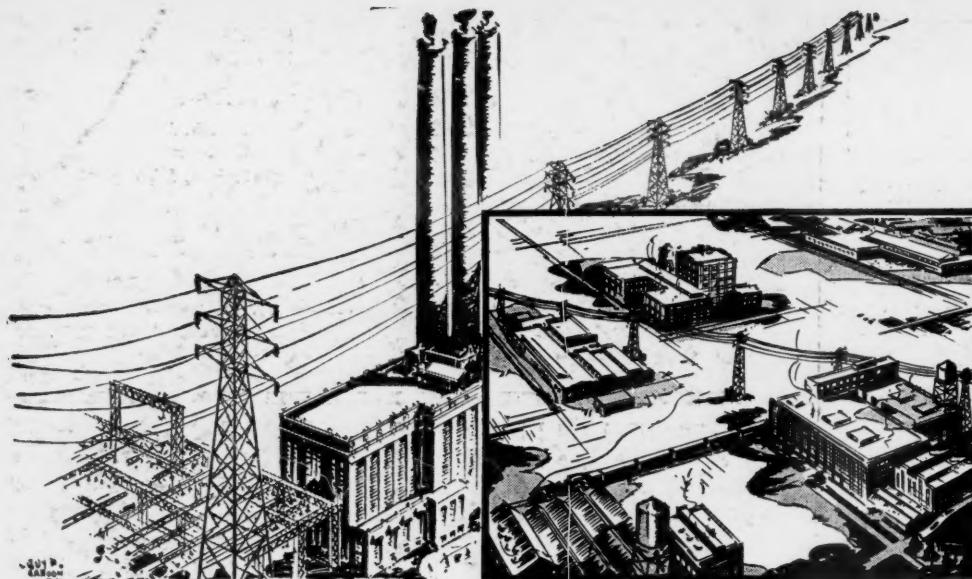
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Compare the industrial growth of Texas from 1921 to 1930, when the last Federal census was taken. The 3,566 plants of 1921 had grown to 5,198. The 1921 figure of 588,707 industrial wage-earners had been multiplied to 822,860 by the end of 1929! A great portion of these added employees were newcomers to their communities, swelling population, swelling local retail sales and swelling local wealth.



Literally hundreds of industries, dating their founding since 1912, now dot the industrial map of Texas. The close relation between their choice of location and the availability of dependable electric power is evident when the industrial map is compared with that showing the continually expanding facilities of central station power supplied through transmission lines.

Almost point for point and mile for mile, industrial growth has paralleled the extension of dependable power service.

These twenty-two years have seen the development of Texas as a textile manufacturing center; the movement for dairy products manufactories come into being and flower into the thriving

plants now active at many points; refineries, flour mills, clay products plants, cotton gins, oil mills, garment factories and many others built to add wealth and glory to industrial Texas. By far the greatest number of these new industries . . . virtually all those of important size . . . have, most significantly, located where they may avail themselves of an adequate supply of dependable and economical electric power, assured by transmission lines.

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